

NAPCS Product List for NAICS 54185: Display Advertising

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
54185	1					Leased display advertising media space	Leasing display advertising media space. The leasing agreement may include additional services such as storage and rotation. Includes: • installation, maintenance, and removal of the advertising substrate. Subset of product 15.3 on 711 list.	541850
54185	1.1	X				Leased display advertising media space, large format	Leasing display advertising media space on standardized large format advertising displays intended for viewing from extended distances. Leasing agreement may include additional services such as storage and rotation, and may include temporary add-ons specific to the advertiser. Includes: • installation, maintenance, and removal of the advertising substrate. • bulletins, 30-sheet posters, 8-sheet poster, wall murals, and spectacular displays known as billboards in the U.S.	541850
54185	1.1.1				X	Leased display advertising media space, bulletins	Leasing display advertising media space on 14' h x 48' w advertising displays. Leasing agreement may include temporary add-ons specific to the advertiser. Includes: • installation, maintenance, and removal of the advertising substrate.	541850
54185	1.1.2				X	Leased display advertising media space, posters	Leasing display advertising media space on 30-sheet or 8-sheet poster displays. Leasing agreement may include temporary add-ons specific to the advertiser. Includes: • installation, maintenance, and removal of the advertising substrate.	541850
54185	1.1.3				X	Leased display advertising media space, wall murals	Leasing display advertising media space on building's exterior wall. Includes: • installation, maintenance, and removal of the advertising substrate.	541850
54185	1.1.4				X	Leased display advertising media space, spectaculars	Leasing display advertising media space on a bulletin-size or larger (perhaps nonstandard size) structure built to specifications of a particular advertiser on a long-term contract. Includes: • a combination of special features such as: extensions/embellishments, lighting effects, neon, 3D, animation, and electronics. • installation, maintenance, and removal of the advertising substrate.	541850

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54185	1.2	X				Leased display advertising media space, transit	<p>Leasing display advertising media space affixed to moving vehicles, or positioned in the common areas of transit stations, terminal and airports.</p> <p>Includes:</p> <ul style="list-style-type: none"> display space in bus stations, train stations, subway stations, and airports; exterior & interior bus panels; interior & exterior subway and rail advertising; truckside panels, and taxi panels, etc. installation, maintenance and removal of the advertising substrate. <p>Excludes:</p> <ul style="list-style-type: none"> leasing display advertising media space on bus shelters or other fixtures outside of an airport or bus, subway, or rail station is in product 1.3, Leased display advertising media space, street furniture and other urban fixtures. 	541850
54185	1.3	X				Leased display advertising media space, street furniture and other urban fixtures	<p>Leasing advertising space on furniture and other fixtures positioned at close proximity to pedestrians and shoppers for eye-level viewing, or at curbside to influence vehicular traffic.</p> <p>Includes:</p> <ul style="list-style-type: none"> shopping mall advertising, in-store advertising, convenience store advertising, urban panels, bus shelter panels, bus bench panels, newsstand/news rock panels, information kiosk panels, public telephone panels, pedestrian panels, and I-sheet posters, etc. installation, maintenance and removal of the advertising substrate. 	541850
54185	1.4	X				Leased display advertising media space, other	<p>Leasing advertising media space on other outdoor media formats used to create customized solutions for advertisers.</p> <p>Includes:</p> <ul style="list-style-type: none"> stadium/arena/speedway advertising, airborne/airship display, marine vessel display, and any new non-standardized media space. installation, maintenance and removal of the advertising substrate. 	541850